

RESOLUTION

ADOPTION OF REFRESHED BRIDGEWATER TOWNSHIP EMBLEM

WHEREAS, on April 5, 1976 Bridgewater's Township Committee (under the previous form of government) authorized a competition to design a suitable logo or emblem representing cultural and historic characteristics of the municipality, and;

WHEREAS, at the October 7, 1976 Township Committee meeting, the winning entry (among 30 submitted) by Ms. Barbara Kuzio was announced with said design to be used for letterhead, vehicles, and other uses, and;

WHEREAS, Ms. Kuzio's design included representations of the geographic outline of Bridgewater, trees, George Washington, and a Revolutionary War era flag, while acknowledging Bridgewater being chartered in 1749, and;

WHEREAS, over time the original design, which has served us exceptionally well for over 46 years, has been represented and used a bit differently than the detailed, full-color artwork that was submitted and chosen, and;

WHEREAS, the Township emblem is now commonly used in electronic format, requiring additional detail than is available from currently available versions of the emblem, and;

WHEREAS, there is desire to both acknowledge the intent of the original artist and honor the past, while providing a refreshed look that will be suitable for current and future uses, and;

WHEREAS, Council President Michael Kirsh has led this project and secured donation of the new design from East Coast Media, which is owned by Bridgewater resident Andrew Fresco, and;

WHEREAS, Bridgewater was incorporated on February 21, 1798 (just shy of 225 years ago) and will celebrate the 275th Anniversary of its Royal charter during 2024, making this a particularly appropriate time to achieve community pride through a refreshed emblem; and,

WHEREAS, Mayor Matthew Moench concurs that the selected design meets stated goals for the project and supports its adoption as the refreshed emblem, and;

WHEREAS, this action solely relates to the Township's emblem (also termed logo) and has no bearing on the official Township seal used for select official documents; and,

NOW, THEREFORE BE IT RESOLVED that the Township Council hereby adopts the attached (and separately available) refreshed design as the Township of Bridgewater's emblem for use, and

BE IT FURTHER RESOLVED, that the roll-out of this refreshed emblem is intended as a replacement only to minimize cost, for existing assets when required due to either inventory depletion or poor condition, and,

BE IT FURTHER RESOLVED, that responsibility for implementation of the new emblem, including expenditure of money associated with it, rests with the Township Administrator or his designee.

Introduced	Seconded	Council	Aye	Nay	Abstain	Absent
		Kurdyla	✓			
		Norgalis	✓			
		Pedroso		✓		
	✓	Ring	✓			
✓		Kirsh	✓			

Adopted: February 16, 2023



The official colors are:

- Blue— PMS 294 (RGB 0/56/130, Hex #003882)
- Red—PMS 185 (RGB 228/0/43, Hex #E4002B)
- Dark Gray-- 70% of Black
- Light Gray—30% of Black